



STAG

BRAND

SEMI- PASTE PAINT

ONE GALLON MAKES TWO



THE **HIRSHBERG PAINT COMPANY**
PAINT MAKERS
BALTIMORE, MD. U.S.A.

THE HIRSHBERG PAINT COMPANY

MAKERS OF
SEMI-PASTE
AND
LIQUID PAINTS
FOR ALL PURPOSES

STAGLAC

A QUICK DRYING ENAMEL
WITH A LACQUER FINISH

STAG VARNISH STAIN
BUVALL FLOOR PAINT
FLATOL WALL PAINT

STAG AUTO FINISH
PEERLESS CARRIAGE PAINT
ARUNDEL WAGON PAINT

HIRSHOLITE WHITE ENAMEL
PURE COLORS IN OIL
PUTTY, Etc., Etc.

BALTIMORE, MD., U.S.A.

FOR
GOOD RESULTS
EMPLOY
GOOD
PAINTERS

SEMI-PASTE STAG BRAND PAINT

IS AN IMPROVED FORM OF PAINT OF HIGHEST QUALITY AS TO MATERIALS USED, AND THE SKILL AND CARE WITH WHICH THE VARIOUS INGREDIENTS ARE PUT IN COMBINATION.

WHERE MORE THAN ONE COAT OF PAINT IS TO BE APPLIED THIN THE PRIMING OR FIRST COAT BY THE ADDITION OF ONE GALLON OF PURE RAW LINSEED OIL AND ONE PINT OF TURPENTINE TO EACH GALLON OF STAG SEMI PASTE PAINT. FOR SECOND OR THIRD COATINGS ON AVERAGE WORK, THIN THE PAINT BY THE ADDITION OF $\frac{3}{4}$ TO 1 GALLON OF RAW LINSEED OIL TO EACH GALLON OF THE SEMI-PASTE, ACCORDING TO THE CONDITION OF PREVIOUS SURFACE, SMOOTH HARD SURFACES REQUIRING A THINNER PAINT THAN WHEN PAINTING OVER ROUGH POROUS PLACES.

FOR INSIDE WHITE, PURE TURPENTINE SHOULD BE USED IN PLACE OF RAW LINSEED OIL.

SURFACES SHOULD BE CLEAN AND FREE OF DUST, GREASE, SMOKE, RESIN, &c., &c.

THE WORK SHOULD BE PERFECTLY DRY AND FREE OF DAMPNES, EVEN BELOW THE SURFACE.

SAPPY, KNOTTY AND RESINOUS PLACES SHOULD BE COATED WITH SHELLAC.

AFTER FIRST COAT, ALL CRACKS, HOLES AND BROKEN PLACES SHOULD BE WELL FILLED WITH PUTTY.

AMPLE TIME SHOULD BE ALLOWED BETWEEN ALL COATS, IN ORDER THAT THE PAINT MAY THOROUGHLY DRY AND HARDEN.

ONE GALLON MAKES TWO

THE
NET RESULTS
OF USING
GOOD PAINT
GOOD OIL
GOOD WORKMANSHIP
ARE
GOOD APPEARANCE
GOOD WEAR
AND ECONOMY

**A
SKILLFUL PAINTER
WILL MAKE
YOUR PAINT
GO FARTHEST**

Quantity Required

ONE GALLON OF STAG SEMI-PASTE PAINT, WHEN PROPERLY THINNED WILL COVER 600 SQUARE FEET, TWO COATS ON A FAIRLY SMOOTH SURFACE; THEREFORE, THE QUANTITY REQUIRED FOR ANY GIVEN WORK IS DETERMINED BY DIVIDING THE NUMBER OF SQUARE FEET OF AREA BY 600; THUS, A BUILDING WHOSE DIMENSIONS ARE—

FRONT	30 FEET WIDE
REAR	30 " "
RIGHT SIDE	60 " DEEP
LEFT SIDE	60 " "
TOTAL	180 FEET, MULTIPLIED BY
HEIGHT	30 "

EQUALING 5400 SQUARE FEET, DIVIDED BY 600 SQUARE FEET, SHOWS A REQUIREMENT OF 9 GALLONS OF STAG SEMI-PASTE PAINT, AND ABOUT AN EQUAL QUANTITY OF THINNING LIQUID.

THIS REQUIREMENT VARIES ACCORDING TO THE CONDITION OF THE SURFACE TO BE COVERED—AN INCREASE BEING NECESSARY FOR SOFT POROUS WORK, AND LESS FOR VERY HARD SMOOTH SURFACES.

STAG Brand Semi-Paste Paint Contains Drier

The HIRSHBERG PAINT COMPANY
BALTIMORE. MD. U.S.A.

OFFICE AND SALESROOM, 106-108-110 W. PRATT STREET

**WEAR
IS
THE BEST
EVIDENCE
OF
GOOD PAINT
STAG PAINT
WILL WEAR**

STAG BRAND

SEMI-PASTE

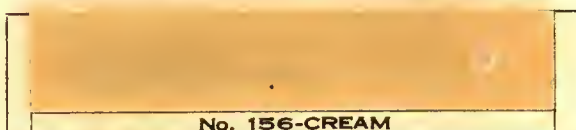
PREPARED PAINT



IS THOROUGHLY GROUND AND MIXED BY MODERN, UP-TO-DATE MACHINERY. EVERY PARTICLE OF THE PIGMENT IS ELASTIC AND OF GOOD COVERING CAPACITY, AND DRIES THOROUGHLY INTO THE WOOD. THIS PREVENTS THE PAINT FROM CHALKING, PEELING OR CRACKING.

The HIRSHBERG PAINT COMPANY

BALTIMORE MD. U.S.A.



No. 156-CREAM



No. 160-NEW IVORY



No. 90-IVORY



No. 112-LIGHT OAK



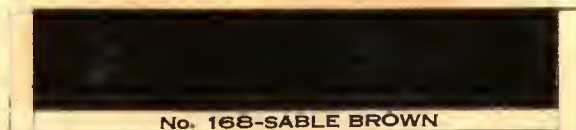
No. 116-WHITE OAK



No. 40-OAK

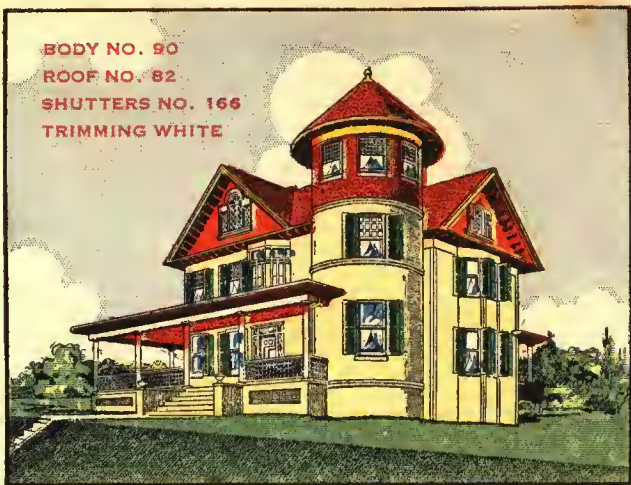


No. 80-GOLDEN BROWN



No. 168-SABLE BROWN

BODY NO. 90
ROOF NO. 82
SHUTTERS NO. 166
TRIMMING WHITE



No. 162-WARM GRAY

No. 134-DOVE GRAY

No. 152-LIMESTONE

No. 158-FRENCH GRAY

No. 174-TRUE GRAY

No. 102-PEARL GRAY

No. 136-SILVER GRAY

No. 142-COTTAGE GRAY

STAG SEMI-PASTE PAINT

PRICE LIST

	Per Gallon
No. 86—VERMILION	
No. 84—DK. W. B. GREEN.	
No. 88—DARK BLUE	
No. 166—MED. W. B. GREEN	
No. 101—EXTERIOR WHITE	
No. 103—INTERIOR WHITE	
ALL OTHER COLORS	

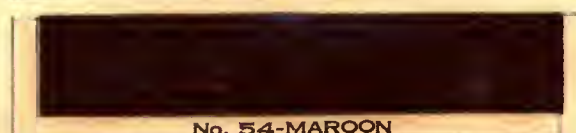
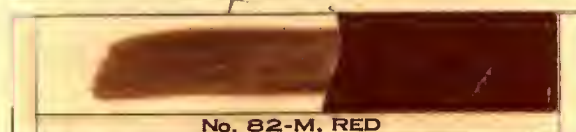
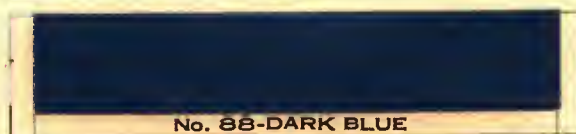
ONE GALLON MAKES TWO

	
No. 146-PEA GREEN	
	
No. 148-APPLE GREEN	
	
No. 70-ORIENTAL GREEN	
	
No. 154-LIGHT OLIVE	
	
No. 166-MEDIUM WINDOW BLIND GREEN	
	
No. 84-DARK WINDOW BLIND GREEN	
	
No. 150-OLIVE GREEN	
	
No. 108-BRONZE GREEN	

STAG SEMI-PASTE PAINT

GUARANTEE

When applied intelligently and honestly, It will give absolute satisfaction, provided the surface to be covered is in proper condition. Consumers and dealers should note that we guarantee only the Paint—not the application thereof; and we do not hold ourselves responsible for results, caused either by bad work, or from applying the paint to surfaces whose very nature or condition precludes the possibility of wear or good appearance for any length of time. Such unsatisfactory results are sure to develop from surfaces as resinous pine, or any materials impregnated with, or covered by grease, smoke, acid, etc.



THE
HIRSHBERG
PAINT
COMPANY

Digitized by



ASSOCIATION
FOR
PRESERVATION
TECHNOLOGY,
INTERNATIONAL
www.apti.org

BUILDING
TECHNOLOGY
HERITAGE
LIBRARY

<https://archive.org/details/buildingtechnologyheritagelibrar>

From the collection of:

Jablonski Building Conservation
www.jbconservation.com